

What is claimed is:

1. A method for providing a decorative cover for a floral grouping comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide an embossed coated surface;

applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image;

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly

connect the holographic image to the substrate, thereby  
producing a holographic material; and  
removing the holographic material from the polished surface of the  
printing element;  
providing a floral grouping; and  
wrapping the holographic material about the floral grouping to provide  
the decorative cover.

2. The method of claim 1 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.

3. The method of claim 2 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. The method of claim 2 wherein the polished surface of the printing element is resilient or non-resilient.

5. The method of claim 1 wherein in the step of providing a holographic material, the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.

6. The method of claim 1 wherein in the step of providing a holographic material, the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

7. The method of claim 6 wherein the substrate has a substantially rough, textured surface.

8. The method of claim 6 wherein the substrate has a substantially smooth surface.

9. A method for providing a decorative cover for a floral grouping comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

providing a printing element having a polished, resilient surface;

applying a coating capable of receiving a holographic image to the polished, resilient surface of the printing element to provide a coated surface;

embossing the coated surface to provide an embossed coated surface;

applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished, resilient surface of the printing element;

applying a bonding material to the first surface of the holographic image;

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and

removing the holographic material from the polished, resilient surface of the printing element;

providing a floral grouping; and

wrapping the holographic material about the floral grouping to provide the decorative cover.

10. The method of claim 9 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.

11. The method of claim 10 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

12. The method of claim 9 wherein in the step of providing a holographic material, the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.

13. The method of claim 9 wherein in the step of providing a holographic material, the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

14. The method of claim 13 wherein the substrate has a substantially rough, textured surface.

15. The method of claim 13 wherein the substrate has a substantially smooth surface.

16. A method for providing a decorative cover for a floral grouping comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

providing a printing element having a polished, non-resilient surface;

applying a coating capable of receiving a holographic image to the polished, non-resilient surface of the printing element to provide a coated surface;

embossing the coated surface to provide an embossed coated surface;

applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished, non-resilient surface of the printing element;

applying a bonding material to the first surface of the holographic image;

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and

removing the holographic material from the polished, non-resilient surface of the printing element;  
providing a floral grouping; and  
wrapping the holographic material about the floral grouping to provide the decorative cover.

17. The method of claim 16 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.

18. The method of claim 17 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

19. The method of claim 16 wherein in the step of providing a holographic material, the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.

20. The method of claim 16 wherein in the step of providing a holographic material, the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

21. The method of claim 20 wherein the substrate has a substantially rough, textured surface.

22. The method of claim 20 wherein the substrate has a substantially smooth surface.